

## Message Text

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PAGE 01 STOCKH 02489 101152Z  
ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 USIA-15 /032 W  
-----101157Z 017293 /46

P 100953Z JUN 77  
FM AMEMBASSY STOCKHOLM  
TO SECSTATE WASHDC PRIORITY 821

UNCLAS STOCKHOLM 2489

FOR CU/IVP/V

E.O. 11652: N/A  
TAGS: OEXC, ELAB, SW  
SUBJECT: VOLUNTARY VISITOR - OLOF NORDGREN

1. REQUEST CU/IVP/V SEEK ASSISTANCE OF ILAB/LABOR DEPARTMENT IN ARRANGING PROGRAM FOR OLOF GUNNAR NORDGREN WHO IS AN INFORMATION OFFICER AT SACO/SR (SWEDISH CONFEDERATION OF PROFESSIONAL ASSOCIATIONS), A TRADE UNION NATIONAL CENTER THAT REPRESENTS THE INTERESTS OF PROFESSIONAL WORKERS AND SENIOR GOVERNMENT EMPLOYEES. NORDGREN PLANS TO VISIT THE U.S. AT HIS OWN EXPENSE AND WILL REQUIRE NO FINANCIAL SUPPORT. PERIOD OF HIS VISIT WILL BE JULY 8 TO AUGUST 5.

2. NORDGREN IS INTERESTED IN STUDYING PUBLIC RELATIONS AND INFORMATION AS PRACTICED IN THE U.S., BOTH AS A GENERAL SUBJECT AS WELL AS ITS APPLICATION BY THE TRADE UNION MOVEMENT AND OTHER VOLUNTARY ORGANIZATIONS. SPECIFICALLY HIS STUDY GOALS ARE AS FOLLOWS:

- 1) USE OF INFORMATION BOTH INSIDE AND OUTSIDE ORGANIZATIONS TO INFORM AND INFLUENCE MEMBERSHIP AND PUBLIC OPINION;
- 2) INFORMATION TECHNIQUES AND HOW THEY ARE APPLIED IN PRACTICE;
- 3) TRENDS IN DEVELOPMENT OF INFORMATION FIELD AND LIKELY CHANGES IN THE FUTURE;
- 4) INFORMATION AND PR ACTIVITIES OF TRADE UNIONS AND

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OTHER VOLUNTARY GROUPS.

3. IN THE GENERAL SPHERE, NORDGREN WOULD LIKE APPOINTMENTS WITH THE FOLLOWING:  
INTERNATIONAL ADVERTISING ASSOCIATION, 475 FIFTH AVENUE,  
NEW YORK, NY 10022;  
PUBLIC RELATIONS SOCIETY OF AMERICA, 845 THIRD AVENUE,

NEW YORK, NY 10022;  
AMERICAN ADVERTISING FEDERATION, 1225 CONNECTICUT AVENUE,  
N.W., WASHINGTON, DC 20036;  
NATIONAL ASSOCIATION FOR COMMUNITY DEVELOPMENT, 1424  
16TH STREET, NW., WASHINGTON, DC 20036;  
INTERNATIONAL PUBLIC RELATIONS ASSOCIATION, 235 MONT-  
GOMERY STREET, SUITE 1012, SAN FRANCISCO, CA 94104;  
ADVERTISING CLUB OF NEW YORK, 23 PARK AVENUE, NEW  
YORK, NY 10016;  
ADVERTISING AND MARKETING INTERNATIONAL NETWORK (AMIN),  
747 FRONT STREET, SAN FRANCISCO, CA 94111;  
INTERNATIONAL PUBLIC RELATIONS ASSOCIATION, 110 WILLIAM  
STREET, NEW YORK, NY 10017;  
CONSUMER FEDERATION OF AMERICA, 1012 14TH STREET, NW,  
SUITE 901, WASHINGTON, DC 20005;  
ASSOCIATION FOR EDUCATIONAL COMMUNICATIONS AND TECHNOLOGY  
(AUDIO-VISUAL), 1201 16TH STREET, NW, WASHINGTON, DC 20036;  
INFORMATION FILM PRODUCERS OF AMERICA, 7080 HOLLYWOOD  
BOULEVARD, SUITE 114, HOLLYWOOD, CA 90028.

4. NORDGREN SUGGESTS FOLLOWING ITINERARY BUT IS ENTIRELY  
WILLING TO ALTER IT IN ACCORDANCE WITH PROGRAM REQUIRE-  
MENTS:

JULY 8-12 WASHINGTON, DC

JULY 13-25 NEW YORK CITY

JULY 25-AUGUST 3 SAN FRANCISCO

AUGUST 5 RETURN TO STOCKHOLM VIA NEW YORK CITY

PLEASE MAKE HOTEL AND DOMESTIC AIRLINE RESERVATIONS.

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5. NORDGREN WAS BORN IN STOCKHOLM ON NOVEMBER 11, 1943.  
HE HAS AN LLB AND A DIPLOMA FROM THE INSTITUTE FOR HIGHER  
STUDIES IN MARKETING, COMMUNICATION AND ADVERTISING.  
PRIOR TO HIS POSITION WITH SACO/SR, HE WAS EMPLOYED AS  
ADMINISTRATIVE SECRETARY WITH THE NATIONAL FEDERATION OF  
SPORT AND BEFORE THAT AS EXECUTIVE SECRETARY WITH THE  
SWEDISH EXPERIMENT IN INTERNATIONAL LIVING. HIS KNOW-  
LEDGE OF ENGLISH IS GOOD.  
PERRY

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ITINERARY, LABOR UNION OFFICIALS, VISITS, MEETINGS  
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**Copy:** SINGLE  
**Sent Date:** 10-Jun-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
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**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Office:** ACTION CU  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Review Exemptions:** n/a  
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**Review Release Event:** n/a  
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**Review Withdrawn Fields:** n/a  
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**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** VOLUNTARY VISITOR - OLOF NORDGREN  
**TAGS:** OEXC, ELAB, SW, US, (NORDGREN, OLOF)  
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**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009